

RJ REYNOLDS

TOBACCO COMPANY

COPY

S. R. MacLEOD
Region Operations Mgr

150 Lawrence Bell Drive
Suite #108
Williamsville, NY 14221
(716) 634-9232
Fax (716) 634-3145

March 6, 1997

RJR Account #044880
Mr. P. Martin
A. D. BEDELL

APRIL DORAL BOX 100 B1G1F / PROMOTION #700447

Dear Page:

DORAL B1G1F pre-sleeved product has been ordered (see quantities listed below), as well as 15 skus of 4-carton displays (Item #526424) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>B1G1F</u>	<u>STYLE</u>	<u>UPC Code</u>
1	Full Flavor Box 100	12300-23993
1	Light Box 100	12300-23994

Product / Premium Arrival:

March 31, 1997

Ship Date to Retail:

Week of: April 7, 1997

SKU CUBE:

0.2618

SKU WT (w/o Product):

0.7600 lbs

Retail Sales Offer per Sku:

20 units

Billing per Sku:

2 Savings Cartons

EFT \$ Amount:

\$86.17

Non-EFT \$ Amount:

\$N/A

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B1G1F

A. D. BEDELL

Promotion Description:

Utilize 4-Carton Shipper Display. Place 20 *pre-sleeved* B1G1F units each of *Doral FF Box 100* and *Doral Lt Box 100* into the 4-Carton Shipper Display.

SHIP TWO (2) DISPLAYS TO EACH ACCOUNT ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$7.00 (1/2 (12M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: C. Alessandra

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

V-DORBOX.DOC

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SIS - VAP SCROLL LIST

IMS904B1 PAGE: 006

WHOLESALE: 044880 A. D. BEDELL CO.

INSTRUCTIONS: DORAL BOX BIG1F INTRODUCTION:

DORAL LIGHT BOX 100 / DORAL FULL FLAVOR BOX 100

SHIP (2) DISPLAYS TO EACH RETAIL ACCOUNT

Supplier	Account	Territory	Name	Address	City	State	Chain ID	CCF	Volume
	398191	1626 06	PARK & SHOP #950	1318 W STATE ST	OLEAN	NY	1884-00-00	A 00	90
	398393	1626 06	URBAN TOWNE NEWS	25 N MAIN ST	JAMESTOWN	NY		A 12	115
	764502	1626 06	MCKINLEY S MARKET	439 WILLARD ST	JAMESTOWN	NY		A 24	102
	357342	1626 07	THE HUB	501 W MAIN ST	SMETHPORT	PA		A 24	428
917609	543714	1626 07	LANES CITGO	306 S. MAIN STREET	SHEFFIELD	PA		A 12	104
941856	566942	1626 07	SMITTY'S COASTAL	ROUTE 6, BOX 6	GAINES	PA		A 12	98
	714927	1626 07	CARTERS CONVENIENCE	304 PENN AVENUE EAST	WARREN	PA		A 24	548

(7) (1)

14 Displays

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GHCP18RN1610XX TEMPORARY PAYMENT DETAIL REPORT

04/15/97

ACCOUNT NUMBER: 044880 A.D. BEDELL
VOUCHER NUMBER: 15350125 PO BOX 349
DATE WRITTEN: 04/15/97 SALAMANCA, NY 14779
STATUS: PAID
AMOUNT PAID: 7.00 SEND CHECK TO: ROU

DESCRIPTION	UNITS	AMOUNT
'97 VAP PK & SHP	0.50	7.00

EXPLANATION: DORAL BOX B1G1F/#700447/CA

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